



BUSINESS STEPS UP:

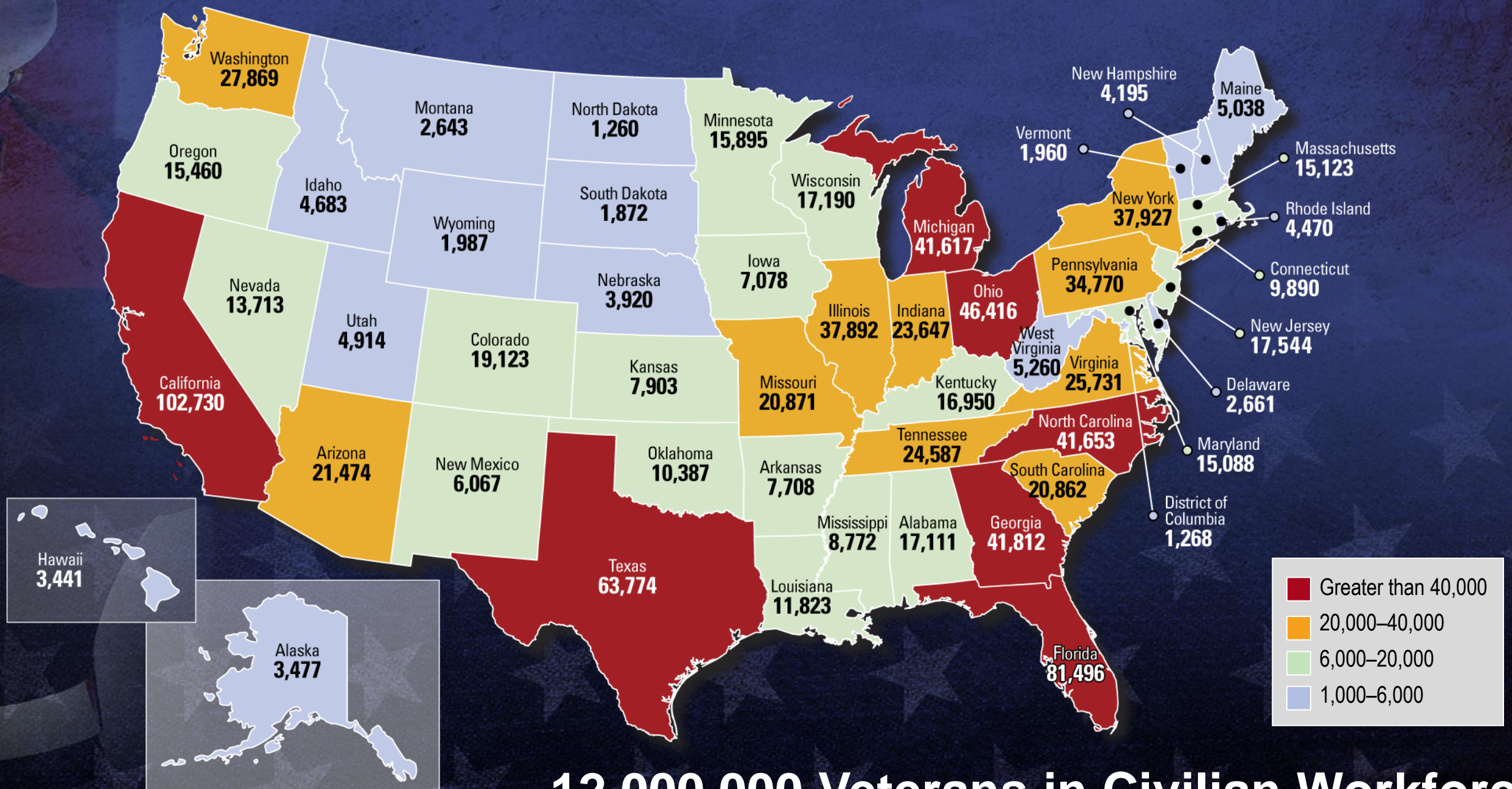
HIRING OUR HEROES



U.S. CHAMBER OF COMMERCE



1,000,000 Unemployed Veterans

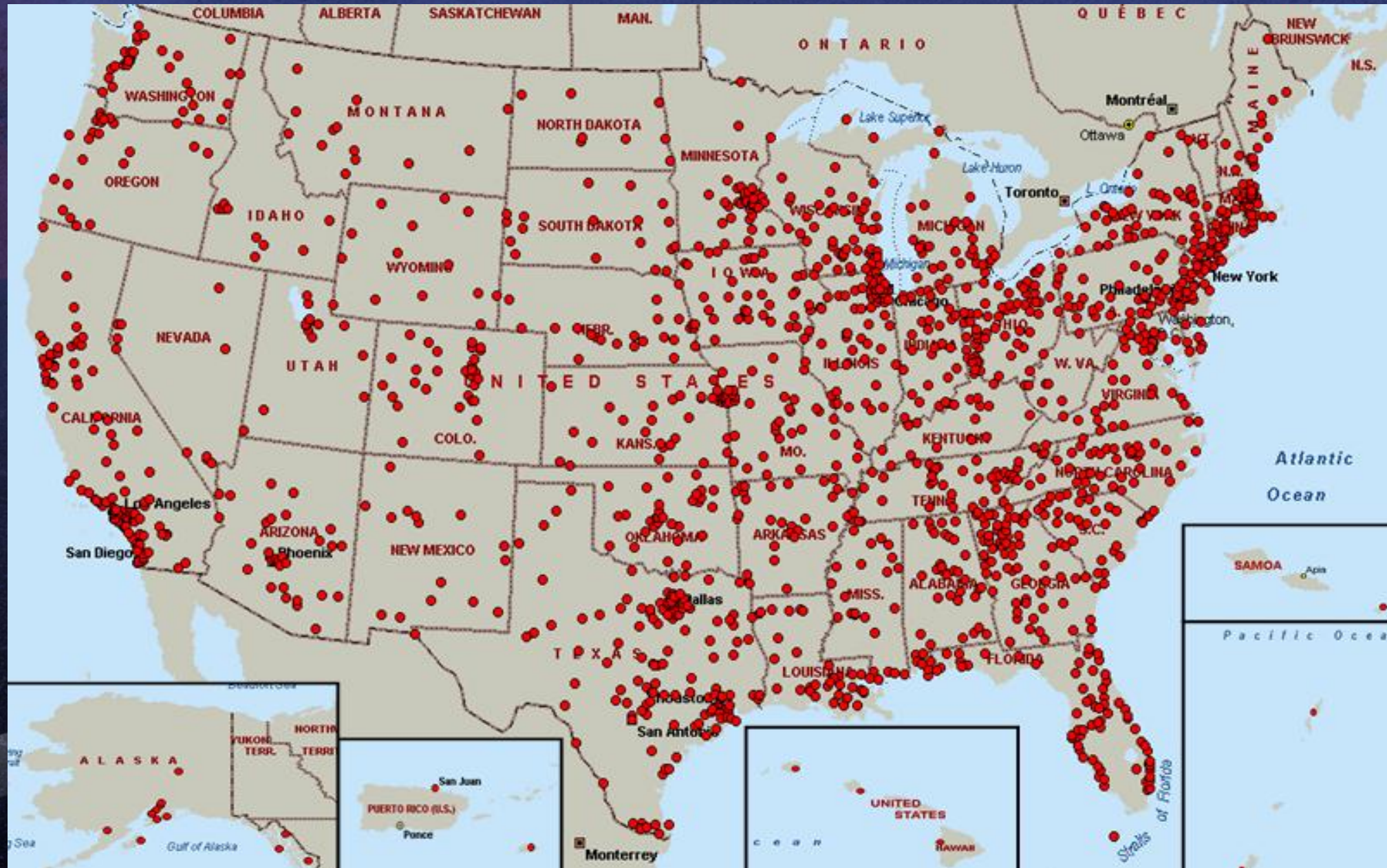


12,000,000 Veterans in Civilian Workforce

Source: Dept of Labor and Bureau of Labor Statistics

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Hiring Our Heroes Strategy for 2012 - 2013



Creating a Movement - 500 Communities

- ★ SCALING through existing partnerships with VEAC, ESGR, American Legion, RecruitMilitary, DOL VETS, and DoD
 - ★ 60 on military installations (20 for military spouses)
 - ★ 275 completed – 10,400 jobs
- ★ HIRING 500,000 Heroes - Small Business Campaign
- ★ BEATING the drum - Strategic communications
- ★ REFINING through new partnerships; Transitional workshops to help vets with resume writing, financial literacy, mentoring, etc

Hiring 500,000 Heroes Update

- ★ As of August 31, we have had nearly 200,000 commitments
- ★ Quarterly Reporting
- ★ VEAC members
- ★ Suppliers
- ★ Small Business (Nearly 27,000 from Commit button)

Addressing Systemic Challenges

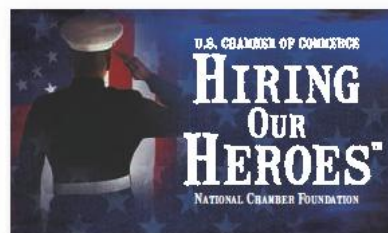
- ★ Transition Assistance Workshops - Private Sector Solutions
 - ★ For Unemployed Veterans in 400 Local Communities
 - ★ Earlier access on military installations (on base strategy for transitioning servicemembers and military spouses)
- ★ Personal Branding Initiative
- ★ *Fast Track Program*

Personal Branding Initiative

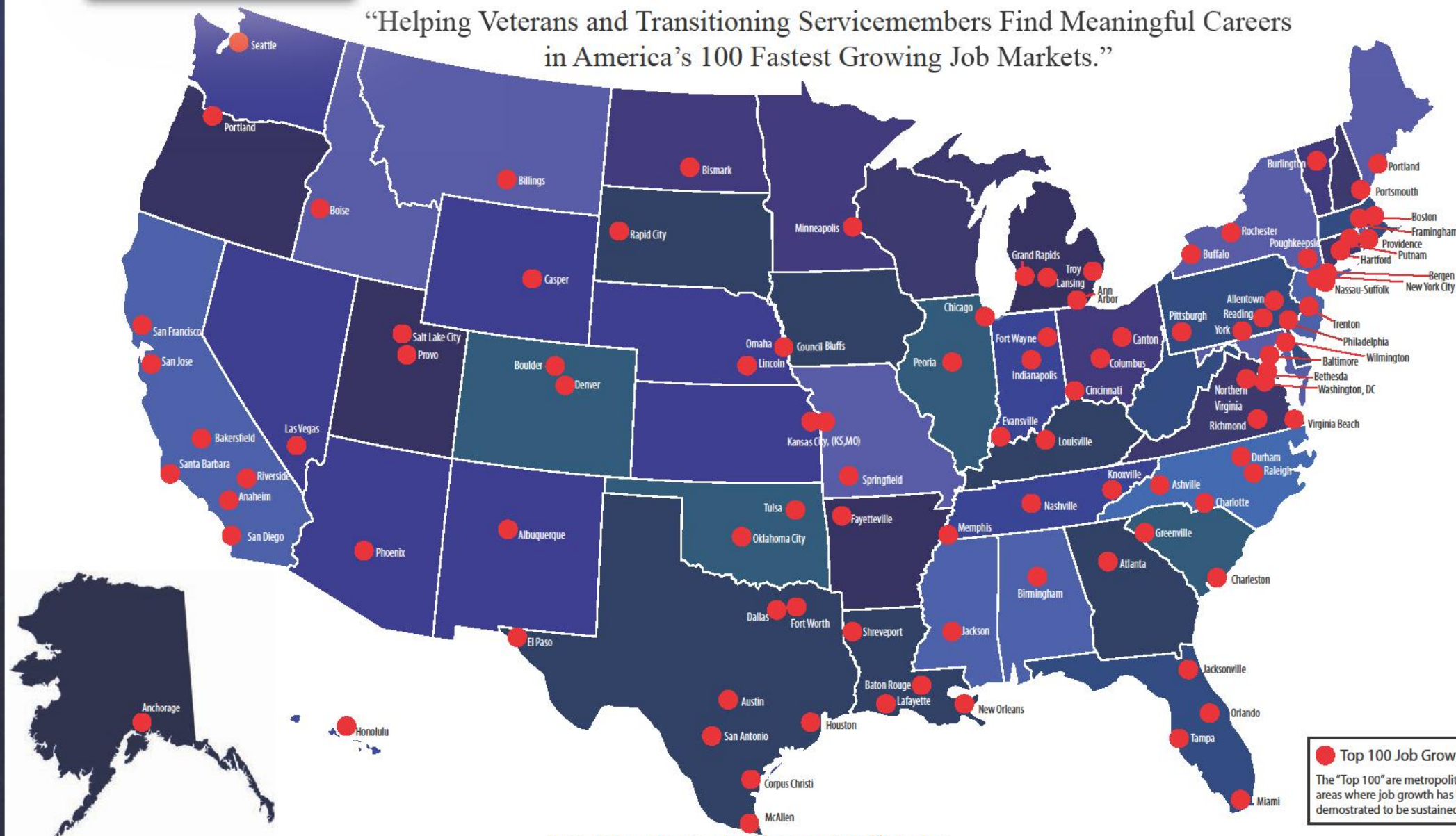
- ★ Not Limited to MOS translation
- ★ Schools, Personal Awards, Leadership and Management, and Deployments
- ★ Elevator Pitch
- ★ On-Line Toolkit
 - ★ Google, LinkedIn, IOStudios

Fast Track Program

- ★ Helping servicemembers make informed decisions
 - ★ Map employment opportunities by industry, company and geographic location
 - ★ Better use of GI Bill (community colleges, VocEd, apprenticeships, and credentialing programs)
 - ★ Show critical paths to meaningful careers
- ★ Syracuse IVMF and Fortune 100 companies
- ★ Energy, Healthcare, Transportation, Infrastructure, IT



“Helping Veterans and Transitioning Servicemembers Find Meaningful Careers
in America’s 100 Fastest Growing Job Markets.”



WWW.USCHAMBER.COM/HIRINGOURHEROES

Fast Track: Goal and Implementation

Fast Track’s aim is to help veterans and transitioning servicemembers make informed decisions about education and employment opportunities by showing them where the jobs are and what industries and companies have demands for skilled workers.

Phase I: Identify and map the top 100 fastest growing job markets in America and the 5 key industries driving growth locally.

Phase II: Populate each of the 100 cities with veteran friendly career opportunities in Fortune 500 companies from the identified industries.

Phase III: Identify critical paths to meaningful employment and show servicemembers how to use the GI Bill to earn specific qualifications and credentials to land a good-paying job.





U.S. Chamber of Commerce

1912-2012

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Mouse over a city to reveal the top five industries driving job growth

